

# Is Your Club's Horn Being Tooted?



## A Guide to Public Relations

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# **Visibility Is Key!!**

**Any organization's success often hinges on how much is known about what it is and what it does.**

**Many people have heard of the Lions, but few actually have specific knowledge about the organization. . . .locally, nationally, or internationally.**

# **Public Relations – What's That?**

**It's pretty simple. . . .relating to the public!**

**Public relations includes the many ways in which you and your club enhance and maintain visibility, connecting with your community and area.**

**Additionally, public relations provides a means of educating those who may be unaware or unsure of what Lions are and do.**

# **Effective Public Relations:**

- Keeps your Lions club in the spotlight**
- Increases community interest in the Lions**
- Opens up avenues for membership growth**
- Celebrates/recognizes club achievements**
- Passes along the enthusiasm**
- Motivates others to get involved**
- Invigorates your current membership**

# **Public Relations takes many forms**

- **Personal one-on-one conversations**
- **Development of relationships with local media**
- **Leveraging Internet exposure (Facebook, YouTube, club website, AR Lions website, etc)**
- **Partnering with other organizations (eg: schools, law enforcement, clinics, civic groups, etc)**
- **Participation in local events (eg: parades, festivals, sporting events, etc)**
- **Networking with fellow Lions**

# One-on-One

- **Take every opportunity to talk about your Lions experiences & activities**
- **Work up an “elevator speech” on the Lions**
- **Develop a Lions Club “business card” with a listing of service projects**
- **Wear Lions apparel (hat, shirt, tie) and/or Lions pin as a “conversation starter”**

# Media Relationships

- **Invite local media staff members to join your club**
- **Identify a club photographer who captures club activities & member recognition events**
- **Provide news media with print ready press releases & photos (new member enrollment, announcing club activities/fundraisers, member/club recognition)**
- **Write & submit a regular Lions column to your local paper**

# Internet Exposure

- **Start a club website (LCI makes it easy via E-Clubhouse!)**
- **Develop a Facebook page**
- **Start a club Blog**
- **Post club videos on the web (YouTube, Facebook)**
- **Enter club activities on Arkansas Lions website calendar**



# Partnering

- **Connect w/other organizations, leveraging club member affiliations**
- **Propose collaborating with other groups on local service projects and/or fundraisers**
- **Connect w/schools in community service to involve youth**
- **Regularly attend city/county gov't mtgs, giving reports on Lions activities**
- **Donate past issues of *The Lion* magazine to your local dentist, doctor, optometrist, or chiropractor for placement in their waiting rooms**

# **Local Events Participation**

- **Insure Lions involvement in annual parades and festivals (eg: Lions club banner)**
- **Develop a Lions booth set-up, deployable and complete with literature**
- **Demonstrate Lions willingness to be involved in local activities and events**
- **Sponsor or co-sponsor events (eg: fireworks display, Easter Egg Hunt, etc)**

# Lions Networking

- **Attend District & State Lions events during which you meet and talk with fellow Lions**
- **Regularly submit items for inclusion in your District and state newsletter (eg: photos, news items, etc)**
- **Visit neighboring Lions clubs, attending their mtgs, fundraisers or events**
- **Accept a District cabinet position to increase exposure for your club and connect with others**
- **Attend new clubs' Charter Night events**

# Other Visibility Ideas

- **Display a Lions decal or bumper sticker on your vehicle**
- **If your mtgs include a meal, consider rotating the mtg location to various local restaurants every few months to increase visibility**
- **Invite your local newspaper to attend club mtgs or give a program at one of your mtgs**
- **Use Lions note paper when sending communications**
- **Include a Lions logo in the footer of your email communications**
- **Consult the LCI website for sample Press Releases and other tips on public relations**

# **Get Started!!**

**Sharing information about Lions service, activities, events and membership comes easy once you get started.**

**As folks learn more about the Lions you will find they often ask to know more!**

**Start today with getting the word out about the Lions using some of the ideas you've picked up here or those you develop on your own.**

**Thanks**

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**Go Toot Your Horn!!**